## CLAIMS

- 1. A multiple subscription subscriber identity module (SIM) card for use with portable devices, said card comprising:
- a subscription identity module (SIM) coupled to said card, said SIM including a plurality of sets of subscription parameters,

wherein a single set of subscription parameters is selected from among the plurality of sets of subscription parameters and wherein the selected set of subscription parameters is activated.

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2. A multiple subscription SIM card as recited in claim 1, wherein at least one set of subscription parameters corresponds to one of a plurality of different operating markets of use for the SIM card.

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3. A multiple subscription SIM card as recited in claim 1, wherein the SIM has a default set of subscription parameters from among the plurality of sets of subscription parameters, wherein the default set of subscription parameters is selected unless a set of subscription parameters different from the default set of subscription parameters is selected.

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4. A multiple subscription SIM card as recited in claim 1, wherein the SIM further comprises a software interface for selecting which one of the plurality of sets of subscription parameters to activate.

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5. A multiple subscription SIM card as recited in claim 4, wherein the software interface is activated upon powering up the SIM card, unless one set of the plurality of subscription parameters has been selected/activated.

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6. A multiple subscription SIM card as recited in claim 4, wherein the software interface further comprises a menu-based software interface.

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7. A multiple subscription SIM card as recited in claim 6, wherein, during activation of the card, the set of subscription parameters is automatically selected based on the market in which the SIM card is activated.

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8. A multiple subscription SIM card as recited in claim 1, wherein at least one set of the plurality of sets of subscription parameters includes an Integrated Circuit Card Identifier (ICCID).

9. A multiple subscription SIM card as recited in claim 1, wherein at least one set of the plurality of sets of subscription parameters includes an International Mobile Subscriber Identity (IMSI).

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10. A method for activating a set of subscription parameters on a subscriber identity module (SIM) card, comprising the steps of:

providing a subscriber identity module (SIM) card having a subscription identity module (SIM) coupled to said card, said SIM including a plurality of sets of subscription parameters;

accessing at least one of the plurality of sets of subscription parameters in the SIM; and selecting at least one set of subscription parameters.

11. A method as recited in claim 10, further comprising the step of updating the SIM module with the selected set of subscription parameters.

- 12. A method as recited in claim 10, wherein at least one set of subscription parameters corresponds to one of a plurality of different operating markets of use for the SIM card, and wherein the selecting step further comprises activating the set of subscription parameters based on the operating market of use for the SIM card.
- 13. A method as recited in claim 10, wherein the SIM has a default set of subscription parameters from among the plurality of sets of subscription parameters, and wherein the selecting step further comprises activating the default set of subscription parameters unless a set of subscription parameters different from the default set of subscription parameters is selected.
- 14. A method as recited in claim 10, wherein the SIM includes a software interface, and wherein the accessing step further comprises instructing the software interface providing a list of the available sets of subscription parameters.

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15. A method as recited in claim 14, wherein the selecting step further comprises instructing the software interface to select one set of subscription parameters from among the plurality of subscription parameters and instructing the software interface to update the SIM module with the selected set of subscription parameters.

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16. A method as recited in claim 14, wherein, upon powering up the SIM card, the software interface provides a list of available sets of subscription parameters unless a set of subscription parameters already has been activated.

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17. A method as recited in claim 10, wherein the plurality of sets of subscription parameters are based on the markets of use of the SIM card, and wherein the selecting step further comprises automatically activating the set of subscription parameters based on the market in which the SIM card is to be used primarily.

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18. A method as recited in claim 10, wherein the selecting step further comprises the steps of:

deactivating the selected set of subscription parameters, selecting a different set of subscription parameters, and updating the SIM module with the newly selected set of subscription parameters.

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